



FRANKLIN LAKES FIRE DEPARTMENT

480 DeKorte Drive | Franklin Lakes NJ 07417 | 201-891-5736 | franklinlakesfire.com

JOB OPPORTUNITY – IMMEDIATE OPENING: **RECRUITMENT AND RETENTION COORDINATOR**

The Franklin Lakes NJ Fire Department is seeking a qualified and motivated individual to lead and coordinate the recruitment and retention of volunteer firefighters and first responders for our growing organization.

The Recruitment and Retention Coordinator position is vital to the sustainability and success of the Franklin Lakes Fire Department. The ability to recruit and retain new Fire Department members will assure the strength and future growth of the Department.

To this end, the Fire Department needs to implement bold, innovative, and successful campaigns and steps to having a recruiting process that actively engages potential candidates to become part of the Department.

The Recruitment and Retention Coordinator will perform the following functions to seek, recruit and retain the appropriate quantity and quality of volunteer members to the Department, including but limited to:

- Determine the target audiences for potential candidates
- Promote the brand of the Department
- Identify media opportunities
- Get our good news out
- Maintain an organized website
- Use social media timely and effectively
- Hold and/or participate in recruitment events
 - Create recruitment programs in high schools, tech schools and colleges, etc.
 - Participate in job fairs and other recruitment opportunities
- Market and advertise in creative ways

Expectations

The Recruitment and Retention Coordinator shall perform the following functions in the appropriate categories:

RELATIONSHIP BUILDING AND MAINTAINING:

- Ensure the Department attracts, hires and retains the best employees and volunteers, while growing a strong talent pipeline.
- Employ effective people skills to start conversations and make others interested in learning more about the volunteering opportunities the fire department offers.
- Build and leverage relationships with government, businesses, business and civic associations, non-government and community service organizations to promote the fire department and our desire to attract and retain quality individuals.
- Work closely and cooperatively with others responsible for public education, public relations, public information and all other appropriate forms of public service and outreach.

PLANNING:

- Create a recruitment action plan that identifies and prioritizes how the action items identified herein will be addressed, including detail as to how each item will be accomplished along with a measureable component to gauge the results.
- Schedule, coordinate and participate in all recruiting events as available:
 - Schedule and attend at least two (2) recruiting opportunities per month and assist in other external community relations activities as requested.
 - Set schedules for recruitment opportunities in job fairs, schools (high schools, technical schools, and universities), state-wide conferences (fire and ems), media campaigns, etc.
 - Create a written plan to be followed for each recruiting event, with demographic-appropriate materials ready for distribution, including contact cards.

RECRUITMENT OPERATIONS:

- Attract candidates using various sources such as social media networks, local advertising, and employee referrals.
 - Prepare recruitment materials and post jobs to appropriate job board/newspapers/colleges etc.
 - Keep recruitment related public outreach materials fresh and current.
- Respond to ALL inquiries in a timely manner (24-48 hours max).
- Train staff and volunteers to assist in the recruiting process.
- Dress and require all recruitment assistants to dress in approved Fire Department uniform or apparel at all events.
- Participate and assist in candidate interview and vetting/onboarding process.

COORDINATION & ADMINISTRATION:

- Collaborate with Department supervisors on a regular basis and proactively identify future volunteer recruitment needs and opportunities, and barriers to effective recruitment and retention.
- Develop, implement, monitor and report on programs and results developed in accordance with the Borough's SAFER grant.
- Coordinate, cooperate and work closely with the recruitment and retention strategy and marketing consultant retained by the Borough under the SAFER grant.
- Maintain all candidate contact information in a database, spreadsheet or CRM that tracks them through the recruitment and onboarding process.
- Prepare and submit monthly reports to the Fire Chief, including the number of inquiries received, initial contacts and follow-ups made, events and activities scheduled and held; and the status of each candidate in the recruitment process.

Qualifications and Skills

The Recruitment and Retention Coordinator shall:

- Have full-cycle recruiting experience, from talent-sourcing and attracting candidates, to interviewing and onboarding volunteers.
- Have working knowledge of and/or experience in volunteer coordination, recruitment, retention, human resources, leadership, marketing, sales and motivation practices; all preferably in fire and emergency services.
- Possess excellent organizational and communications skills and mastery of computer software and office equipment to support documentation, tracking, and written reports.
- Be adept at using popular web and graphic design tools, social media platforms, photo and video editing software to create and maintain recruitment posters, flyers, brochures, social media posts and ads, displays, videos and other marketing collateral.
- Demonstrate and outwardly project a positive, friendly and welcoming attitude towards the fire department, community and potential candidates.

Employment Conditions:

This is a grant-funded, part-time, hourly, at-will position supported by a US DHS FEMA SAFER-Staffing for Adequate Fire & Emergency Response grant awarded to the fire department. The rate of pay is \$25 per hour with an anticipated workload of 10-20 hours per week. Reimbursement for work-related travel mileage and other expenses is allotted for.

The selected candidate will be hired as an employee of the Borough of Franklin Lakes, NJ (<https://www.franklinlakes.org>) and will work under the direct supervision of the fire chief and appropriate fire department officers. The Borough of Franklin Lakes, NJ is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

How to Apply:

Interested and qualified individuals should submit a cover letter, resume and any relevant work examples to info@franklinlakesfire.com by November 10, 2020. In-person, fax, phone, text or messenger responses will not be accepted. Questions and inquiries may be submitted via email as well.